

## **For Immediate Release**

### **National Bank Correspondent Network Enters into Agreement with PriceMetrix Inc. To Offer Productivity Solutions to Correspondent Firms**

Toronto, December 6<sup>th</sup>, 2007 — NBCN's Correspondent Network., a subsidiary of National Bank Financial, has entered into a multi-year agreement for PriceMetrix Inc. to offer a broad array of productivity solutions to NBCN's correspondent clients.

PriceMetrix products and services help financial advisors increase their production and improve their books of business. The firm is a market leader in improving retail brokerage and sales force results.

Under the agreement, NBCN's correspondents will have the ability to access specialized reports to analyze sales and market data, develop tailored marketing campaigns, evaluate commission structures and fee based products, and use key productivity tools such as PriceMetrix online calculators and best practice case studies.

"PriceMetrix has established a solid track record at 7 Canadian broker dealers of working successfully with financial advisors to help them build their businesses," said David Burnes, head of NBCN. "We are pleased to invest in adding this capability to benefit our correspondents. We regularly seek to identify best of breed products and services for our clients, and feel PriceMetrix offers an outstanding program proven to improve broker/dealer productivity."

PriceMetrix President and CEO Doug Trott said, "We are looking forward to working with the correspondent clients of NBCN, the leading provider of correspondent services in Canada. This agreement gives us the opportunity to deliver our offerings to help NBCN correspondent advisors build their businesses and accelerate their growth. PriceMetrix has been awarded a business method patent for our approach to evaluating retail investment firms using peer performance comparisons. This unique approach can now benefit NBCN's clearing customers."

#### **About NBCN (National Bank Correspondent Network)**

NBCN is the leading provider of wholesale securities processing in Canada and continues to re-define the industry through innovative product development, expert customer service and leading technology. NBCN is a wholly owned subsidiary of National Bank Financial (NBF), one of Canada's largest investment dealers. NBCN operates as an independent operating subsidiary of NBF, drawing on the strengths and expertise of our parent company: National Bank of Canada (TSX:NA). NBCN provides clearing and brokerage services to independent securities firms, financial planners, investment counsellors and money managers. At present there are over 100 independent financial service firms with NBCN entrusting us with over \$57 billion in assets under administration. For more information, please visit the company's website at [www.nbcn.ca](http://www.nbcn.ca)

#### **About National Bank Financial**

National Bank Financial is a leading Canadian full-service investment bank, with origins dating back to 1902. National Bank Financial has over 3,400 employees with offices and operations in

Canada, Switzerland, the US, and the United Kingdom. The firm offers financial services and products to private and publicly owned corporations and institutional investors, individual investors and government agencies. National Bank Financial has 86 retail offices across Canada and is the dominant provider of third party brokerage services in the country. For more information, please visit the company's website at [www.nbfinc.com](http://www.nbfinc.com)

### **About PriceMetrix Inc.**

PriceMetrix focuses exclusively on assisting investment firms increase productivity and revenue by helping individual Financial Consultants become better CEOs of their business. The PriceMetrix Program is a patented combination of Reporting Dashboards, Tactical User Tools, comprehensive Practice Management on Demand and Training solely designed to enable advisors and management to proactively identify and close Client, Asset, Revenue, Product and Pricing opportunities. For over seven years, PriceMetrix clients have experienced improved assets per Financial Consultant, revenue per Financial Consultant, and household quality, as well as increased fee-based business and enhanced pricing.

PriceMetrix clients include: BMO Nesbitt Burns, ScotiaMcLeod, Desjardins Securities, Odlum Brown, GMP Private Client, Wellington West, Janney Montgomery Scott, Hilliard Lyons, Scott & Stringfellow, and Southwest Securities. PriceMetrix is a Value Alliance member with Pershing LLC and has alliances with National Bank Correspondent Network, SWS Clearing, Sterne Agee Clearing, Inc., xtiva and Pusateri Consulting. For more information, please visit the company's website at [www.pricemetrix.com](http://www.pricemetrix.com)

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